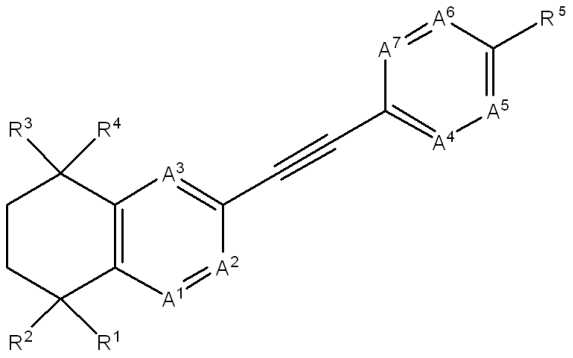
Claims:

1. A compound of formula I:



I

in which:

A^1 is N or CR^6;

A^2 is N or CR^7;

A^3 is N or CR^8;

R^6 and R^8, are each independently hydrogen, C_1-C_{10} alkyl, F, Br or Cl;

R^7 is independently hydrogen, C_1-C_{10} alkyl, F, Br, Cl or -OCR^9 in which R^9 is H or C_1-C_6 alkyl;

R^1 to R^4 are each independently C_1-C_{10} alkyl, or R^1 and R^2 and/or R^3 and R^4 join to form a 3-membered ring;

A^4 is N or CR^{12};

A^5 is N or CR^{13};

A^6 is N or CR^{14};

A^7 is N or CR^{15};

each R^{12} to R^{15} is independently H, halogen or haloalkyl C_1-$C_{10;}$ and

R^5 is -$C(=O)R^{16}$ or -$C(=O)OR^{16}$ in which R^{16} is C_1-$_{10}$ alkyl, or R^5 is -COOH;

with the proviso that at least one of A^1 to A^3 is N;

and isomers thereof;

in free or in salt form.

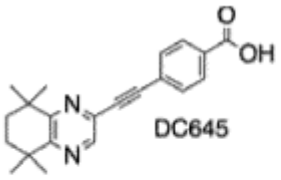
2. The compound as claimed in claim 1, wherein A^1 and A^3 are N.

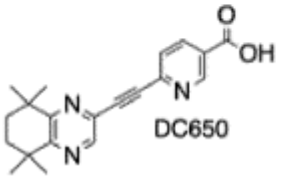
3. The compound as claimed in any one of the preceding claims, wherein A^2 is $CR^{7.}$

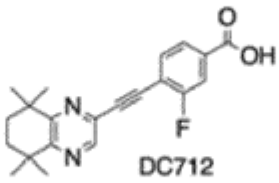
4. The compound as claimed in claim 3, where R^7 is hydrogen.

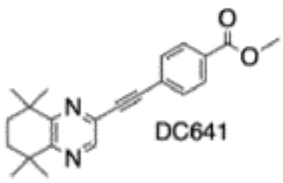
5. The compound as claimed in any one of the preceding claims, wherein R^5 is -COOH.

6. The compound as claimed in claim 1, which is selected from:



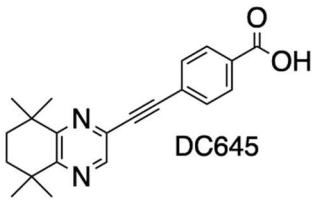






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7. The compound according to claim 6, which is:



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8. Use of the compound as claimed in any one of claims 1 to 7, in the manufacture of a medicament for the treatment of a disease or condition which is alleviated by the activation of retinoic acid receptors (RAR), wherein the disease or condition which is alleviated by the activation of RAR is selected from Amyotrophic lateral sclerosis (ALS), Parkinson's disease, multiple sclerosis (MS), Alzheimer's disease, early-stage Alzheimer's disease, intermediate-stage Alzheimer's disease, late-stage Alzheimer's disease, cognitive disorders, memory impairment, memory deficit, senile dementia, cognitive impairment, mild cognitive impairment, stroke, traumatic brain injury, epilepsy and spinal cord injury.

9. The use of claim 8, wherein the medicament is to be administered in conjunction with one or more pharmaceutically acceptable excipients, diluents or carriers.

10. A compound of formula I as defined in any one of claims 1 to 7, for use in therapy.